October 2016

VCU Massey Cancer Center was included in more than 28 news publications from different media outlets in October. Biren Shah, M.D., provided expert commentary on how to minimize patients’ pain during mammograms; Santosh Kale, M.D., was interviewed about microsurgical breast reconstruction; Amelia Grover, M.D., was featured in a radio segment on invasive breast cancer treatment; Mary Helen Hackney, M.D., and Priti Shah, M.D., discussed the benefits of annual breast cancer screenings; and Mary Helen Hackney, M.D., demonstrated two effective forms of breast self-examination. In addition, a Massey breast cancer clinical trial received coverage, and a broadcast news station reported on a former television star that received a double mastectomy at Massey.

Please continue reading for more October 2016 highlights.

EXPERT COMMENTARY


   Biren Shah, M.D., provided expert commentary on fibromyalgia and mammography techniques.


   Richmond’s ABC affiliate interviewed Santosh Kale, M.D., about microsurgical breast reconstruction options offered at Massey.

WCVE NPR 88.9: “Cancer Specialists To Hold Seminar for Breast Cancer Awareness Month,” October 13, 2016

   In a news segment from Richmond’s NPR affiliate, Amelia Grover, M.D., discussed the progress being made in invasive breast cancer treatment.


   Mary Helen Hackney, M.D., and Priti Shah, M.D., provided clinical expertise on the benefits of annual breast cancer screenings.

A broadcast news station featured Mary Helen Hackney, M.D., who demonstrated effective methods of breast self-exams during a segment.

CENTER NEWS


A news station mentioned Massey in a segment about 3D mammograms.

Brunswick Times-Gazette: “Shingles vaccine available free in Brunswick County,” October 29, 2016

An article featured Massey’s Cancer Research and Resource Center of Southern Virginia in an article about shingles vaccines.

Enhanced Online News: “Virginia Commonwealth University School of Nursing Receives Grant from UnitedHealthcare to Improve Access to Healthy Food for Seniors,” October 27, 2016

Massey was highlighted in a press release detailing a grant awarded to the VCU School of Nursing.


A press release showcasing the grand opening of a critical care research facility at VCU mentioned Massey.

The Mechanicsville Local: “Calendar of Events,” October 20, 2016

A community calendar included a Massey support group for cancer patients.


An article underlined a Massey clinical trial for patients with aggressive forms of breast cancer.

Danville Register & Bee: “‘What’s New In Nutrition Part II’ set for Tuesday,” October 16, 2016

An article promoted a nutrition and wellness series presented by Massey’s Cancer Research and Resource Center of Southern Virginia in three separate newspapers. The Chatham Star-Tribune provided additional coverage.


A press release recognized Massey as the recipient of a grant from a Richmond-based non-profit organization.

Massey was mentioned in an article about a breast cancer research fundraiser.


A newspaper mentioned Massey in an article about breast cancer detection.

Southside Sentinel: “Festival Queen contestant helps less fortunate receive cancer treatments,” October 12, 2016

An article profiled two beauty pageant winners who raised funds for Massey.


A community calendar promoted a breast cancer care panel hosted by Massey experts.

Danville Register & Bee: “Mark Your Calendar,” October 11, 2016

A community calendar highlighted a videoconference conversation hosted at Massey’s Cancer Research and Resource Center of Southern Virginia in two publications.


A newspaper reported on a community initiative to benefit Massey. Additional coverage was featured in the Richmond Times-Dispatch.


Richmond’s CBS affiliate featured a segment on a former Massey patient who received a preventative double mastectomy.

eVince Magazine (p. 16): “Calendar Clips,” October 5, 2016

A community calendar included a health and wellness program presented by Massey’s Cancer Research and Resource Center of Southern Virginia.


An article reported that Massey was awarded a grant by a local bank.

Richmond Times-Dispatch: “Richmond Christmas Mother 2016 is Becky Massey,” October 1, 2016

An article showcased a longtime Massey Advisory Board member and volunteer for being selected as Richmond’s Christmas Mother.